

AVANTI



Circulation:
141 900 copies
Sales:
66 000 copies¹⁾
Readership:
917 000 people²⁾



Avanti24.pl
UU 1.199.336; PV 3.508.361³⁾



Instagram: **12 700 followers⁴⁾**
FB: **140 452 likes**



Application: the Avanti app has been available since 2017, and it enables purchasing products directly from the warehouse. **To this day the application has been downloaded by 12 000 people.**



MAGAZINE

Avanti is the strongest shopping title in Poland.

Constantly number 2 among premium-class magazines. For 14 years now Avanti has been the best shopping advisor for Polish women when it comes to fashion and beauty. We inspire our readers and show them how trends from all catwalks of the world can be imported to their wardrobes. We act as an expert and a shopping advisor – we tell them how to have fun with fashion spend money wisely while keeping pace with the latest trends.

READERS:

Avanti's readers are women who care about how they look aged 20-45 years (74%, Affinity Index 149). Fashionable and confident, they are fashion experts among their friends. They use the magazine to find inspiration, information about trends, ready stylings, as well as product news.²⁾ They are attractive consumers and spend more when buying clothes, shoes, accessories, and cosmetics than the average Polish woman or the readers of competing shopping magazines. They are regular visitors to shopping malls and they do their shopping online more often than the average Polish woman.

TAKE ADVANTAGE OF IT, BECAUSE:

- ▶ We act pro-shopping – our Clients confirm that readers are more willing to buy products advertised in Avanti.
- ▶ We influence the readers' purchasing preferences – for 87% of the women surveyed Avanti is a source of inspiration and knowledge on the subject of fashion and trends, as well as beauty and body care⁵⁾.

DID YOU KNOW:

- ▶ We organise the Top Avanti Poll in which the jury, the readers of the Avanti magazine, and the users of the Avanti24.pl website together vote for the brands that lead in their fields.
- ▶ Together with clothing brands we promote selected collections, prepare sessions, advertorials, and backstage materials.
- ▶ We meet our readers live during styling workshops and consultations.
- ▶ Once a year we publish a special issue dedicated to dress code.
- ▶ Together with Logo we organise shopping campaigns with discount coupons.

JOANNA KOWALCZYK

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2019

PRICE LIST

Press

SCHEDULE

IV cover page	154 800
II cover page	131 600
III cover page	100 600

2/1 double spread opening the issue (2nd cover page + first page)	223 800
2/1 double spread	174 200

1/1 right page	105 200
1/1 left page	93 500
1/2 of a page	68 600
1/3 of a page	49 800
1/4 of a page	35 600



Prices in PLN without VAT.
 Surcharges: 15% for indicated spot,
 15% for consecutive advertisements (on consecutive pages)..

The present price list is not addressed to persons wishing to purchase the services offered for the purposes not associated with conducting business activity. To obtain relevant information such persons ought to contact Agora SA (telephone: 22 555 68 13, e-mail address: reklamaczasopisma@agora.pl).

ISSUE	PUBLICATION DATE	DEADLINE FOR SUBMITTING		
		orders and materials for processing	ready materials	inserts
2/February	25.01	31.12	02.01	14.01
3/March	28.02	30.01	01.02	15.02
4/April	01.04	01.03	04.03	15.03
5/May	30.04	02.04	04.04	17.04
6/June	31.05	6.05	08.05	20.05
7/July	28.06	03.06	05.06	17.06
8/August	26.07	01.07	03.07	15.07
9/September	30.08	02.08	06.08	19.08
10/October	24.09	28.08	30.08	11.09
11/November	25.10	30.09	02.10	14.10
12/December	22.11	28.10	30.10	12.11
1/January '20	20.12	25.11	27.11	09.12

The schedule concerns printed publications.
 Cancellations of the orders placed or implementing changes in the advertisements can be done no later than on the date of order placement.

AVANTI
 PRICE LIST, SCHEDULE

Last update:
26.11.2018

2019

Press

FORMATS

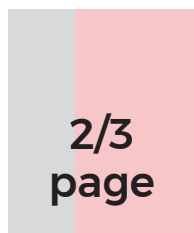


AVANTI
FORMATS ADVERTISEMENTS



1
page

213/274 + bleed



2/3
page

130/274 + bleed



1/2
page

102/274 + bleed
86,5/236,4 in a frame



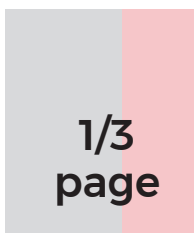
1/2
page

213/132 + bleed
181/114,7 in a frame



1/3
page

213/85 + bleed
181/67,8 in a frame



1/3
page

65/274 + bleed
55/236,4 in a frame



1/4
page

213/62 + bleed
181/43,8 in a frame



1/4
page

46/274 + bleed
39/236,4 in a frame



1/4
page

101/127 + bleed

Last update:
19.07.2018

The sizes are specified in millimeters. The bleed is 5 mm.

* Important text or graphic elements should be placed 8 mm from the external trimming line and 8 mm from the back.